



Sophie Hahn  
Councilmember District 5

## REVISED AGENDA MATERIAL

**Meeting Date:** March 28, 2017

**Item Number:** 21

**Item Description:** Signage Ordinance, Amending BMC Chapter 20.20.020

**Submitted by:** Councilmember Sophie Hahn

After further consultation with the Library Director and Planning Director, the City Attorney recommends amending Berkeley Municipal Code Chapter 20.16.090 ***instead of*** BMC Chapter 20.20.020.

The attached submission replaces the previous submission in its entirety, achieving the same outcome: allowing the Tarea Hall Pittman South Branch Library signage to go forward.

## **SOPHIE HAHN**

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## CONSENT CALENDAR

March 28, 2017

To: Honorable Mayor and Members of the City Council

From: Councilmembers Sophie Hahn, Ben Bartlett, and Cheryl Davila

Subject: Signage Ordinance, Amending BMC Chapter ~~20.20.020~~ 20.16.090

### RECOMMENDATION

1. Adopt first reading of an Ordinance amending Berkeley Municipal Code Chapter ~~20.20.020~~ 20.16.090 to allow new signage at the Tarea Hall Pittman South Branch Library to be installed.
2. Send a letter to the Board of Library Trustees (BOLT) requesting that BOLT help expedite fabrication and installation of the MLK Jr. Way sign as quickly as possible, and maintain existing Tarea Hall Pittman signage on Russell St.
3. Request that BOLT Trustee/Councilmember Hahn report once a month to Council on progress of MLK Jr. Way sign installation.

### FINANCIAL IMPLICATIONS

Minimal

### BACKGROUND

In February of 2015, South Berkeley residents initiated a campaign to rename the South Berkeley Branch Library in honor of Tarea Hall Pittman, a civil rights leader, community organizer and long-time South Berkeley resident. The campaign garnered significant community support, with more than 2,000 signatures on the circulated petition from community members and many organizations, including the League of Women Voters, the NAACP, and the City Council. Despite widespread public support for renaming the library, the Board of Trustees (BOLT) voted 3-2 in opposition to renaming the library on April 22, 2015. A few weeks later, under pressure of a City Council item, the Board held a special meeting on May 7, 2015 and overturned their previous vote through a 5-0 vote in favor of renaming the library.

Following the renaming, the existing sign on Russell St. was updated with small lettering reflecting the new name, Tarea Hall Pittman South Branch. In addition, a BOLT Signage Subcommittee was created, and met with community members to formulate recommendations for new and more notable signage on the Martin Luther King Jr. Way side of the building. On February 10, 2016, BOLT approved a memorial signage feature for the Martin Luther King Jr. Way side of the building, as shown in the attached design drawings.

For a variety of reasons, installation of the Martin Luther King Jr. Way signage has been delayed. This has caused significant community distress, and many community

members have been attending BOLT meetings to request that the approved signage be installed, and that Tarea Hall Pittman be honored and recognized.

One barrier to the installation of the new signage stems from the underlying zoning for the library parcel. Tarea Hall Pittman South Branch Library exists in an R-2A zone, and certain signage restrictions apply. While entirely appropriate for this use and location, the BOLT-approved signage does not technically comply with these restrictions, and a work-around is required to move the project forward. The City Attorney has proposed amendments to BMC Chapter ~~20.20.020~~20.16.090, which are attached hereto. Adoption of these amendments will allow the signage to be installed.

In light of the importance of Tarea Hall Pittman's contributions to the community, and the outpouring of community support for both the renaming of this Branch library and new signage, and in light of the fact that the signage is tasteful and appropriate for this location, further delay is unacceptable, and is experienced as disrespectful to the legacy of Tarea Hall Pittman. It is important that the City Council take all steps necessary to expedite installation of new signage, and to encourage the Board of Library Trustees to follow through on their commitment to honor Tarea Hall Pittman, and the community she fought for, and represents.

#### ENVIRONMENTAL SUSTAINABILITY

There is no environmental impact associated with the adoption of this resolution

#### CONTACT PERSON

Councilmember Sophie Hahn    Council District 5            510-981-7150

#### Attachments:

1. Proposed Ordinance, amending BMC Chapter 20.16.090
2. BOLT-approved design plans for signage on Martin Luther King Jr. Way
3. Photograph of Tarea Hall Pittman South Branch sign on Russell Street
4. Letter to BOLT urging expedited signage installation

**ORDINANCE NO. #,###- N.S.**

**AMENDING SECTION 20.16.090 OF THE BERKELEY MUNICIPAL CODE RELATING TO SIGNS**

BE IT ORDAINED by the Council of the City of Berkeley as follows:

Section 1. That Section 20.16.090 of the Berkeley Municipal Code is amended to read as follows:

**20.16.090 Exempt signs.**

A. Subject to subdivisions [GD](#) and [DE](#), signs placed on bus shelters that are sponsored or contracted by AC Transit pursuant to and in compliance with the contract between AC Transit and the City of Berkeley, and with its consent are exempt from this Title.

B. Subject to subdivisions [GD](#) and [DE](#), signs placed on and associated with bike share stations installed pursuant to a contract between the Metropolitan Transportation Commission and the City of Berkeley are exempt from this Title.

C. [Subject to subdivisions D and E, non-illuminated signs for Community and Institutional Uses as defined in section 23F.04.010, provided they do not exceed the sign area limitations in Section 20.24.040.](#)

D. Signs that are otherwise exempt from this Title under subdivisions A and B are not exempt from the following provisions:

1. 20.16.020 (Clearance requirements);
2. 20.16.040 (Obstructing certain areas or facilities prohibited); and
3. 20.16.120 (Moving signs).

DE. Signs that are otherwise exempt from this Title under subdivisions A and B may not be wind signs; rotate, flash, blink, dispense bubbles, or emit sounds; or include strings of pennants, streamers, banners, twirlers, propellers, inflatable devices, or any similar attention-attracting devices. (Ord. 7447-NS § 2, 2015)

Section 2. Posting.

Copies of this Bill shall be posted for two days prior to adoption in the display case located near the walkway in front of Old City Hall, 2134 Martin Luther King Jr. Way. Within fifteen days of adoption, copies of this Ordinance shall be filed at each branch of the Berkeley Public Library and the title shall be published in a newspaper of general circulation.

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**FIELD  
 PAOLI**

Architect  
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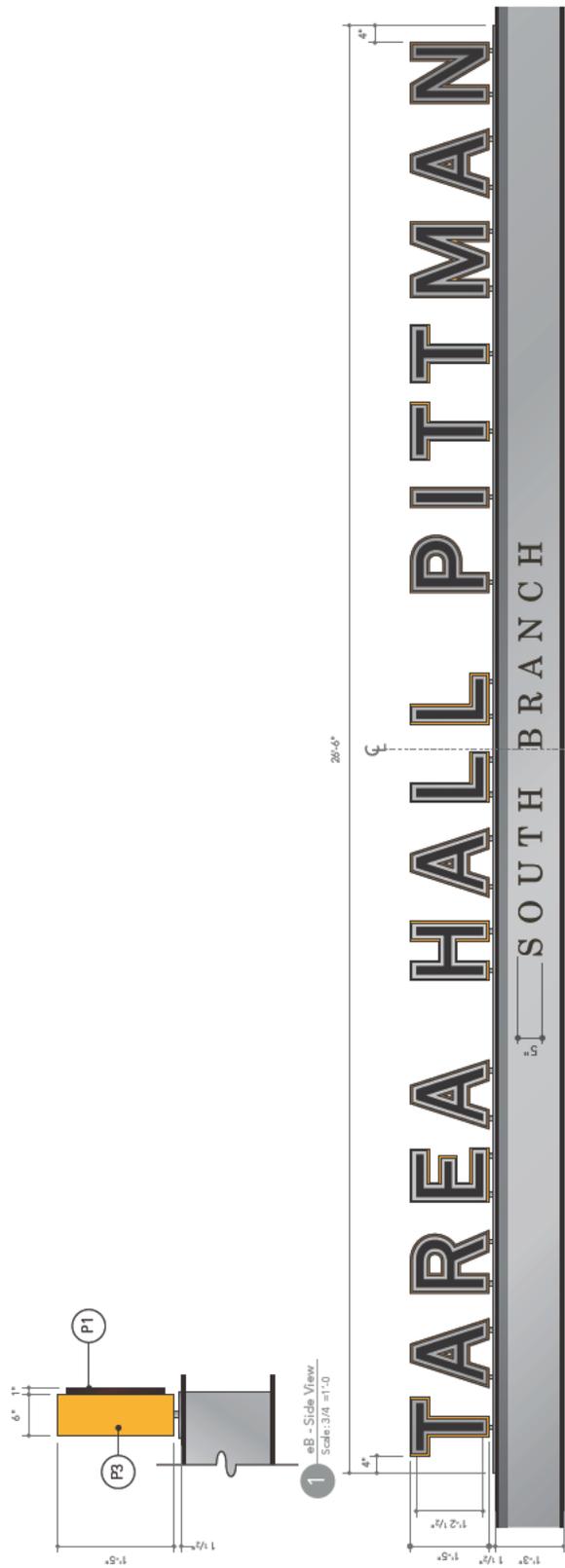
City of Berkeley  
 Berkeley Public Library

South Branch  
 Improvement Project

981 RUSSELL STREET  
 BERKELEY, CALIF

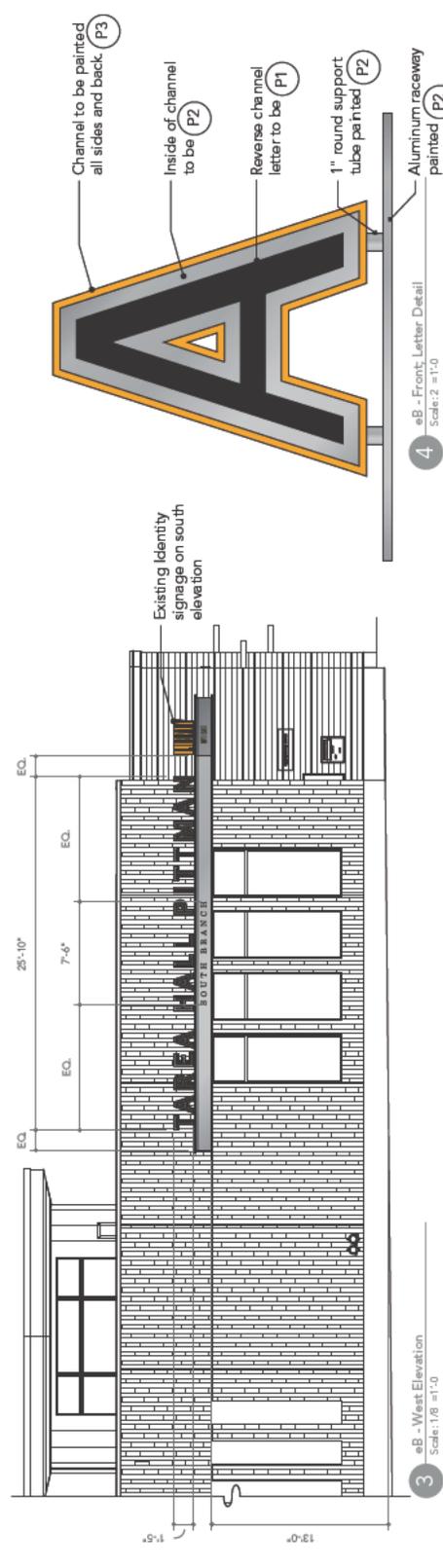
**PACKAGE NOTES:**  
 1. All drawings are for information only and are not to be used for construction or for any other purpose. All work shall be in accordance with the City of Berkeley Public Works Department Standard Specifications for Construction. All work shall be in accordance with the City of Berkeley Public Works Department Standard Specifications for Construction. All work shall be in accordance with the City of Berkeley Public Works Department Standard Specifications for Construction.  
 2. All dimensions are in feet and inches.  
 3. All dimensions are in feet and inches.  
 4. All dimensions are in feet and inches.

REV	DATE
01	06.16



1 eB - Side View  
 Scale: 3/4" = 1'-0"

2 eB - Front View  
 Scale: 1/2" = 1'-0"



3 eB - West Elevation  
 Scale: 1/8" = 1'-0"

4 eB - Front Letter Detail  
 Scale: 2 = 1'-0"

South Berkeley Library - Building Identity Overview

FOR INFORMATION ONLY; NOT INTENDED FOR CONSTRUCTION.  
 ALL SIGNS TO BE FABRICATED & INSTALLED PER APPROVED FABRICATOR SHOP DRAWINGS.







To Board of Library Trustees,

The City Council strongly encourages the Board of Library Trustees to take all steps necessary to expedite the fabrication and installation of the approved signage at Tarea Hall Pittman South Branch Library, and maintain existing Tarea Hall Pittman signage on Russell St. At its March 28, 2017 meeting, the City Council amended applicable sections of the signage ordinance to allow installation of the signage, as approved by BOLT in February of 2016.

In light of the importance of Tarea Hall Pittman's contributions to the community, and the outpouring of support for both the renaming of this Branch library and for new signage the City Council requests that the Board of Library Trustees expedite this process and report monthly to the Council on progress and/or challenges, such that the Council and City of Berkeley can assist as may be necessary, in a timely manner. It is important that the Libraries follow through in honoring Tarea Hall Pittman and her exemplary service to this community.

Thank you in advance,

Berkeley City Council